VisitEngland Business Plan
2023/24
### VisitEngland 2023/24 corporate priorities

#### Lead and enable a sustainable and resilient visitor economy in England

<table>
<thead>
<tr>
<th>EMBED THE NEW DMO LANDSCAPE</th>
<th>How we will measure success</th>
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<tbody>
<tr>
<td>• Build out the Destination Management Organisation (DMO) Accreditation framework and demonstrate the benefits to Local Visitor Economy Partners (LVEPs) and government.</td>
<td>• Delivery of DMO review – accrediting Local Visitor Economy Partnerships (LVEPs). Impact of the DDP Pilot.</td>
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<td>• Deliver the new Destination Development Partnership (DDP), unlocking the benefits to local visitor economies.</td>
<td>• Business Events enquiries and wins for English destinations.</td>
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<td>• Shift how VisitBritain/VisitEngland works with the new DMO landscape.</td>
<td>• Satisfaction with VisitEngland’s industry support.</td>
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#### DEVELOP & DELIVER A SUSTAINABLE TOURISM STRATEGY FOR ENGLAND

- Champion the **sustainable and accessible tourism** agenda for England.
- Develop the **England consumer brand** collaboratively with industry.
- Enable English destinations to **win more international business events**, connecting destinations with international buyers.
- Support **SME growth and upskill** the sector.
## 23/24 Key Deliverables: The English Visitor Economy

Lead and enable a sustainable and resilient visitor economy in England

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<th>Corporate Priority</th>
<th>VisitEngland Objective</th>
<th>Deliverables</th>
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| **EMBED THE NEW DMO LANDSCAPE** | Build out the Destination Management Organisation (DMO) Accreditation framework and demonstrate the benefits to Local Visitor Economy Partners (LVEPs) and Government | • Circa. 40 LVEPs created with growth action plans being implemented locally and supported nationally (tools, advice and expertise, best practice sharing and networking).  
• LVEP Education Programme to support staff skills development including working with travel trade, e-commerce and digital skills.  
• Build the England brand framework outlining how LVEPs will adopt the brand.  
• Monitoring and performance framework in place to capture progress and challenges. |
| **Deliver** the new Destination Development Partnerships (DDP), **unlocking the benefits** to local visitor economies. | • Amplification plan and activity delivered by VB/VE to support national and DDP ambitions. |
| **Shift** how VisitBritain / VisitEngland works with the **new DMO landscape**. | • Develop and implement a plan across VB/VE services and activity. Assess opportunities, challenges and requirements (for both VB/VE and LVEPs). |
## 23/24 Key Deliverables: The English Visitor Economy

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<td><strong>DEVELOP &amp; DELIVER A SUSTAINABLE TOURISM STRATEGY FOR ENGLAND</strong></td>
<td><strong>Develop the sustainable visitor economy strategy for England</strong></td>
<td>- Work collaboratively across industry and the new visitor economy landscape to develop and implement a strategy for England.</td>
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| | **Develop the England consumer brand collaboratively with industry** | - Develop the England brand proposition.  
- Integrate sustainable and accessible tourism messaging and product.  
- Expertise, tools and frameworks for industry to effectively marketing England.  
- Partnership approach developed to incentivise and drive forward take-up. |
| | **Champion the sustainable and accessible tourism agenda for England** | - Share and build VE’s expertise and capacity.  
- Develop and refresh tools, guidance and best practice for SMEs and industry to ensure best-in-class.  
- Embed sustainable and accessible tourism messages and principles across VE activities including brand, training and business advice, product and funding criteria. |
| | **Support SME growth and upskill the sector** | - Rebuild the Business Advice Hub as a go-to resource helping SMEs to grow by signposting to VE’s advice, support and training alongside external resources.  
- Champion quality, innovation and good practice through the Quality Schemes and Awards for Excellence Programme.  
- Increase sales and bookability through expanding TXGB across the nations and integration with the VB retail platform.  
- Grow England Academy programme to offer support, advice and training for SMEs promoted through holistic B2B marketing. |
| | **Enable English destinations to win more international business events, connecting destinations with international buyers** | - Build pipeline of events for England.  
- Promote and support English cities (or LVEPs) through activities, marketing promotion and communications.  
- Work with identified LVEPs to build capacity and capability. |